



# **GOLDEN FARMERS MARKET**

## **VENDOR HANDBOOK 2021**

**Every Saturday – June 5 - October 2, 2021**

**Thank you for your interest in the 2021 Golden Farmers Market!** This handbook aims to support safe, fun and sustainable weekly markets with policies that lead to success for all vendors. Please be familiar with all information included in this handbook, including all COVID-19 health and safety measures and precautions – as it's intended to help your experience as a vendor be a very positive one!

### **IMPORTANT INFO REGARDING COVID-19**

Colorado farmers markets are deemed essential and are approved to operate given strict pandemic restrictions. We anticipate those restrictions will change as Jefferson County adjusts their position on the COVID-19 dial, but until then – we will proceed under the same set of restrictions as last year's market.

The 2021 Golden Farmers Market will have the same spacing requirements and limited space as last year, therefore we are still limiting the number of vendors we can accommodate. As the dial changes, we will adjust the number of vendors as much as possible.

With the focus on supporting critical agricultural business for the community (due to pandemic restrictions), priority is given to FOOD vendors:

- Farmers and ranchers selling whole uncut foods;
- Value-added and ready-to-eat foods packaged for consumption off-premises;
- Artisans producing products considered essential (i.e. pet food).

### **ABOUT GOLDEN FARMERS MARKET**

The Golden Farmers Market (GFM) is produced and managed by the Golden Chamber of Commerce, a 501(c)(6) nonprofit organization in Golden, Colorado. A long-standing tradition in the Golden community, we strive to contribute to the success of local food growers and producers, as well as other businesses, and create vibrant community gatherings. The revenue generated from your sales commission helps to cover market operating expenses and directly benefits small businesses and the economic development of the Golden Community. The Golden Chamber must comply with all Jefferson County Public Health requirements and City of Golden regulations. The Golden Chamber is also a member of the Colorado Farmers Market Association and the Farmers Market Coalition, and follows and promotes their vendor guidelines.

### **DATES, TIMES & LOCATION**

The Golden Farmers Market takes place:

Dates: Every Saturday, June 5 – October 2, 2021

Time: 8:00 am – 1:00pm

Location: Golden Library/Jefferson County Public Library  
West Parking Lot - 1019 10<sup>th</sup> St, Golden, CO 80401

## **MANAGE MY MARKET**

GFM uses Manage My Market, an online vendor management system specifically designed for farmers market vendors ([www.managemymarket.com](http://www.managemymarket.com)). Manage My Market (MMM) streamlines the registration and payment and accounting process for both GFM and the vendor. Vendors register online, create a company profile, record their products and descriptions, upload licenses, permits and insurance; product photos and other documentation and pay all fees via this system. MMM also serves as the accounting and reporting system for all market days, all season long. A map and list of all approved vendors will also be available to the general public each week – which will be posted on the Golden Farmers Market website. This map and information is generated through the MMM system.

All vendors are required to use the MMM portal for the 2021 market. Each vendor will open a profile and have a credit card on file to facilitate market enrollment fees and daily fees at the end of each weekly market. If you have any questions about Manage My Market, please let us know. Manage My Market also has a customer service/support team for questions.

## **PRODUCT STANDARDS & VENDOR SELECTION CRITERIA**

GFM is committed to creating a diverse marketplace with the highest quality, locally produced products available. Emphasis is given to vendors with products that are Colorado or locally produced, and farm, garden or artisan products and approved by the Market in advance to ensure high quality for our customers and successful sales for our vendors.

NOTE: With the focus on supporting critical agricultural business for the community (due to pandemic restrictions), priority is given to FOOD vendors:

- Farmers and ranchers selling whole uncut foods;
- Value-added and ready-to-eat foods packaged for consumption off-premises;
- Artisans producing products considered essential (i.e. pet food).

Selection criteria are based on several factors such as product balance, variety, pricing and fit with the event; past participation history with the market; and whether your business is a Golden based business and/or current Chamber member. GFM will not be bound to apply a particular set of selection criteria in every instance and reserves unconditional discretion to accept or refuse any vendor, any produce or product that is not of marketable quality or is deemed inappropriate for the market for any reason.

## **PRODUCT CATEGORIES**

Using the MMM system, vendors will designate and apply under one vendor type category. Please review all vendor types prior to completing your application. GFM uses these categories to track vendor types for each market and for financial tracking.

### **Agricultural Producer**

- Produce that has been grown by the producer.
- Meat that is from animals born and bred on the producers land - as well as processed meat products such as bacon, jerky and sausage, or products such as eggs, cheese, yogurt, honey, soap or yarn from these animals
- Examples: farmers, ranchers, beekeepers

### **Value-Added**

- Culinary products from any operation that has changed the form, flavor, blend, and/or the substance of raw products.
- Examples: salsa, hummus, cider, dog food & treats, baked goods, herbal products

### **Prepared Food**

- Vendors offering freshly made food and drinks available for sale and immediate consumption on-site at the market.
- These products may be hot or cold ready-to-eat foods or drinks.
- \*\*\*Please Note: Sampling and on-site consumption are NOT allowed with current COVID-19 restrictions. All prepared food must be packed in “to-go” containers.

### **Artisan**

- Materials from outside the area of the farmers market when integrated with other local products or created by a local artisan.
- Examples: beauty and skincare products, jewelry, art, ceramics

### **Health & Wellness**

- No physical products sold.
- Fitness, wellness and other vendor types that do not fit within the traditional boundaries of the vendor listings above.
- Please check with the Golden Farmers Market management team before applying under this category.

### **Sponsor/Exhibitor Booth**

- Local businesses looking to reach Golden Farmers Market shoppers for their products or services, based on their sponsorship benefits.
- Various levels of visibility and limited availability.

## **FEES & DISCOUNTS**

### **Application Fee - \$10**

A \$10 non-refundable application fee is required with all applications.

### **Seasonal Enrollment FARMER Booth Fee - \$125 (includes up to 4 – 10' x 10' booths)**

If you are a Farmer and applying for the entire market season, there is a \$125 booth fee – which includes up to 4 – 10' x 10' booths.

### **Seasonal Enrollment Booth Fee - \$125 (includes a 10' x 10' booth space)**

If you are applying for the entire market season (June – Oct), there is a \$125 booth fee. This includes a single 10' x 10' booth.

### **Additional Booths - \$75 per 10' x 10 space**

If you would like additional booth space, in addition to the single booth included in the Seasonal Enrollment Fee, you may purchase for \$75 per 10' x 10' space. Additional booths are subject to availability.

### **Drop-in Fee - \$60 per market/booth space**

If you would like to participate for a few markets and not the entire season, the drop-in fee is \$60 per market, per single booth space. Drop-in vendors are those participating less than 1/3 of the market season, or up to 5 total market dates for the entire season. Vendors requesting part-time participation for 6 or more market days should select the Seasonal Enrollment Booth Fee.

Drop-in vendors must obtain approval and location assignment before setting up their booth on their designated market day. Drop-in booth spaces are limited and are assigned at the discretion of market management.

### **Golden Chamber of Commerce Member Discount**

Golden Chamber of Commerce members receive a 40% discount (\$50) on the seasonal enrollment fee. Must be a current Chamber member to qualify.

### **Daily Market Fees**

At the end of each market day, 10% of total gross sales is to be paid to the GFM. This will be paid via the vendor's account on Manage My Market. On-site cash payments will not be accepted. Vendors will have five (5) business days after each market to pay the daily market fee. Failure to pay will jeopardize to participate in a future market.

### **City of Golden Sales Tax**

All local and state taxes and their collection from the customer are the sole responsibility of the vendor. A 3% City of Golden sales tax will be collected by the GFM at the end of each market day (based on gross vendor sales), via the vendor's account on Manage My Market. At the end of the market season, the Golden Chamber will remit the sales tax directly to the City of Golden on behalf of each vendor. Vendors that currently hold a City of Golden sales tax license will remit their collected sales tax directly to the City of Golden.

## **SNAP/DOUBLE UP FOOD BUCKS PROGRAM**

GFM is a participant in the SNAP and Double Up Food Bucks program. All accepted vendors agree to participate in the SNAP program and accept DUFBS if your product qualifies. If you have questions about eligibility and requirements, please see our community food advocate at the designated booth at the GFM.

## **BOOTH INFORMATION**

### **Booth Size & Assignments**

Vendors will be assigned a 10' x 10' booth (or additional booths if purchased) on asphalt. Booth assignments will be made by market management. Participants are typically able to keep the same booth space from week to week. However, the market management team reserves the right to reassign spaces as deemed necessary for efficient foot traffic each week. As the COVID-19 dial changes throughout the season, we will adjust the number of vendors as much as possible – and in turn, this may require an adjustment of booth locations and assignments.

### **Booth Presentation**

In an effort to create a visually attractive booth area, we ask that your booth look professional with quality signage and a pleasing appearance that will attract customers.

### **Vendor Tents**

Vendor tents must match the assigned booth space. A 12' x 12' tent is not allowed in a 10' x 10' booth space, for example. All tents must be weighted. We recommend 40 lbs. or more securely attached to each corner. It is for your safety as well as others around you that tent must be weighted. GFM reserves the right to impose fines if you do not have sufficient weights (under 40 lbs.) at each corner and/or not anchored.

### **Electricity & Safety**

No electricity is available! Generators may be permitted at the discretion of the market

management team and must be approved in advance. Per City of Golden noise regulations, generators must have a noise rating of less than 50db.

If cooking on-site, you must have all the appropriate fire safety equipment.

Out of consideration to the general public, NO PETS will be allowed by vendors. (Service animals are permitted.)

## **BOOTH OPERATIONS**

### **Set-Up & Tear Down**

All vendors are responsible for their own booth area set-up and tear down. Vendors must be set up and ready to sell at the opening of each market day and agree to keep all products set-up until market closes.

### **Vendor Tents**

Vendor tents must match the assigned booth space. A 12' x 12' tent is not allowed in a 10' x 10' booth space, for example. All tents must be weighted. We recommend 40 lbs. or more securely attached to each corner. It is for your safety as well as others around you that tents must be weighted. GFM reserves the right to impose fines if you do not have sufficient weights (under 40 lbs.) at each corner and/or not anchored.

### **Market Day Schedule**

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|----------------------|--|
| <b>7:00 – 7:30am</b> | <b>Set-Up:</b> Plan to arrive and be on-site<br>Vehicles will be allowed to drive directly to their booth to unload. As soon as you are unloaded, remove your vehicle to the parking area.   |
| <b>7:45am</b>        | <b>Be Ready to Sell!</b> All vehicles must be removed from market area. Failure to do so will result in a minimum \$25 fine to be collected by the market management prior to setting up and may jeopardize your future participation.   |
| <b>8am – 1pm</b>     | <b>Market Hours – Sell! Sell! Sell!</b><br>No early tear down, even if you have sold out of product.   |
| <b>1:15pm</b>        | <b>Tear Down</b> – The market ends at 1pm, but no vehicles allowed in market area till 1:15pm to ensure that most of the general public has left. You are expected to leave your booth area as clean as you found it. Please place trash in designated receptacles. Failure to do so will result in a fine and may jeopardize your future participation. |

### **Absences**

If you applied to attend every Saturday, we count on you to be there and attend every market day! If you must miss a market, it is imperative that you notify the market management directly, at least 48 hours in advance, PRIOR to your absence. Do not ask other vendors to notify the Market Manager of your absence.

If you do not notify the market management within 48 hours, and/or do not show up, you will be charged a \$50 no-show fee and risk losing your assigned space the remainder of the market season.

### **Fines**

Due to the nature of the event and the importance for vendors to comply with rules governing attendance, participation and safety, it's necessary for GFM to set the following fines. These fines

are per occurrence, per space and will be enforced as needed for the safety of other vendors and market shoppers:

1. Failure to notify of absence 48 hours in advance & No-Shows: \$50
2. Late arrival, failure to remove vehicle from market prior to 7:45am: \$25
3. Tearing down early (before 1:00 pm), even if product is sold-out: \$25
4. Failure to clean and remove all trash from spaces after market: \$25

Vendors must notify the Violina Mitovska, GFM manager, at 303-520-9706 if they are running late, will be absent, or are experiencing an emergency.

ANY THREE (3) FINES IMPOSED ON ANY VENDOR or VENDOR REPRESENTATIVES, MAY RESULT IN EVICTION FROM THE GOLDEN FARMERS MARKET.

## **PUBLIC HEALTH REGULATIONS**

The Golden Farmers Market is under the jurisdiction of the Jefferson County Public Health (JCPH).

In order to operate at a temporary/special event in Jefferson County, vendors with food/food products must obtain approval from JCPH. Vending at a temporary/special event may not require a license if you are a mobile unit licensed through the State of Colorado, are a registered wholesaler, Cottage Food vendor, or serve exempted foods. Please contact Michael Lucero at 303-230-7093 or at mjlcero@jeffco.us if you are unsure if a license is required. Applications must be submitted 14 days prior to your first event. Approvals cannot be guaranteed on any applications submitted after this time period.

All vendors **must** comply with all county health department regulations as pertaining to their Farmers Market operations. (i.e. vendors must have appropriate washing stations, proper food handling – gloves, proper refrigeration for those food products that apply, etc.) and be practicing all current COVID-19 precautions as required at the time. If you have questions, see contact above.

## **LICENSES & INSURANCE**

All vendors will upload the required licenses and insurance certificates into their profile on Manage My Market. It is the vendor's responsibility to secure and upload all of the required documents. This must be done prior to the first market day.

### **JCPH Temporary/Special Events Retail Food Vendor License**

See previously stated information for securing this license. JCPH officials may be on-site and inspecting your food operation. It is imperative that you have all the proper permits and be prepared for their inspections!

### **Insurance**

All vendors are required to have valid insurance to participate in GFM. Upon approval of your application, a Certificate of Additional Insured, with minimum coverage limits of \$1,000,000, must be uploaded into your Manage My Market profile account. The City of Golden and the Golden Chamber of Commerce must be listed as Additional Insured. The Certificate Holder address for the Golden Chamber is 1010 Washington Avenue, Golden, CO 80401. The Certificate Holder address for the City of Golden is 911 – 10<sup>th</sup> Street, Golden, CO 80401.

### **Sales Tax License**

Sales tax will be paid to the Golden Chamber as previously mentioned, unless the vendor currently holds a City of Golden sales tax license. If the vendor indeed has a City of Golden sales tax

license, the vendor will remit their collected sales tax directly to the City of Golden. A copy of this sales tax license will be uploaded into the Manage My Market vendor profile account.

## **OTHER IMPORTANT INFORMATION**

### **Vendor Parking**

In an effort to allow as much parking as possible for market shoppers and to minimize any issues from local homeowners, ALL vendors (unless selling from your trailer) are expected to park their vehicles/trailers in the designated vendor parking area. Designated parking is subject to change per City of Golden availability. Market management will notify you of approved parking locations prior to the first market day.

### **Conduct**

Vendors are expected to act in a professional manner at all times during the market. Any profanity or vulgar/rude behavior will not be tolerated and is grounds for expulsion – with no refund of any paid fees. Should a vendor encounter a problem with another vendor or customer, please notify the on-site Market Manager immediately or call a GFM representative on the Contact List at the end of this handbook.

### **On-Site Market Assistance**

Golden Chamber of Commerce volunteers will be on-site, as well as Market Managers to assist you however we can, if available. Should you need any help, please ask the Market Manager only, and then appropriate volunteers can be assigned to assist you.

### **Weather**

The Golden Farmers Market is held, rain or shine! Come prepared for the ever-changing Colorado weather. In the event of a weather emergency, you will be informed on how to proceed.

## **ALL APPROVED APPLICATIONS**

All approved applications must pay and upload the following, via Manage My Market, prior to the first market day:

1. Seasonal Enrollment Booth Fee (Farmer or Other)
2. Additional Booth Fee (optional)
3. Insurance Certificates – Certificates of Additional Insured naming City of Golden and Golden Chamber of Commerce, each for \$1,000,000 liability minimum.
4. JCPH Temporary/Special Event Food License (if required from JCPH)
5. City of Golden Sales Tax License (if you currently have)
6. Organic Certificate – If you sell organic products.

## **IMPORTANT CONTACT INFO**

Violina Mitovska, Golden Chamber - Farmers Market Manager  
303-520-9706 cell, [violina@goldenchamber.org](mailto:violina@goldenchamber.org)

Lora Knowlton, Golden Chamber - Programs & Events Manager  
303-908-1826 cell, [lora@goldenchamber.org](mailto:lora@goldenchamber.org)

Nola Krajewski, Golden Chamber - Executive Director

970-214-0878 cell, [nola@goldenchamber.org](mailto:nola@goldenchamber.org)

Michael Lucero, Jefferson County Public Health -Sr. Environmental Health Specialist  
303-329-7093, [mjlucero@jeffco.us](mailto:mjlucero@jeffco.us)

Non-Emergency - City of Golden Police & Fire  
303-980-7300

**EMERGENCY** – City of Golden Police & Fire  
Call 911

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Presented and operated by:



1010 Washington Ave | Golden, CO 80401 | 303-271-3113 | [info@goldenchamber.org](mailto:info@goldenchamber.org)

Updates: February 18, 2021